

PROMTPRESS PUBLIC REPORT

Channel audit

Куда в Ростове



@kuda_vrostove

Rostov lives loud — and we keep our finger on the pulse. We gather the city's best events: concerts, exhibitions, parties, new spots — everything worth going out for. All you have to do is pick — where.

SUBS

37 678

4 posts —

ERR (% SEE POSTS)

1.0%

per day **0.0%**

REACH/POST

62

ad reach **0/24h**

— CONTENTS · 2026

What's inside

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Mentions

Who mentions the channel & how

04 Ad potential

How long a post drives reach

05 Competitors

Niche neighbors · your place

06 Niche comparison

Position in the «Travel» category

07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number says for what period it was calculated.

 SUBS 37 678 —	 SUBSCRIBER REACH 0.16% avg % of subs see post	 VIEWS/POST 62 median 62 · —	 POSTS/WK 4.0 For period
 7-DAY TREND — no data for period	 REACTS/POST — MTPROTO only	 POST LENGTH 476 chars median 520 · —	 POSTS ANALYZED 4 —
 AD REACH 0 avg per 24h	 MENTIONS 1 Mention index · 124 channels mentioned all time	 CHANNEL AGE 8 days created 15.08.2026	

EDITOR'S AI SUMMARY

Channel «Куда в Ростове» — 37 678 subs. Each post averages 62 people (0% from subs), reach is low — should expand audience. Publishes 4 posts per week (~1 a day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 4 posts per —.
- 02 Dominant format — Photo (3/4 posts).
- 03 Average post length — 476 chars (median 520).
- 04 Audience activity peak — Saturday, 13:00 MSK.
- 05 Top posts get 1 x more views than the weakest (69 avg for top vs 55 for worst) — among 4 posts for —. See what the top has in common — topic, format, timing.

TOP 4 POSTS

Nº1 15.08 · 10:25 VIDEO  Papa Carlo Theater invites kids and parents to street shows! Live emotions, childhood favorites, and a cozy atmosphere at...	VIEWS 83 REPOSTS 2	REACTS. — ER 0.2%
Nº2 15.08 · 10:25 PHOTO  City Picnic at the Zoo A cozy event for all ages with everything for a perfect day out: from tasty food to fun...	VIEWS 66 REPOSTS —	REACTS. — ER 0.2%
Nº3 15.08 · 10:25 PHOTO  Honey Festival at Gastrobazaar An August celebration with a fair, tasty food, crafts, entertainment and great...	VIEWS 58 REPOSTS —	REACTS. — ER 0.2%

Nº4

15.08 · 10:25

PHOTO

An evening of intellectual music at Tsiferblat 🎧 Intellectual New Age music – music rooted in academic minimalism and atmospheric...

VIEWS

41

REPOSTS

—

REACTS.

—

ER

0.1%

|

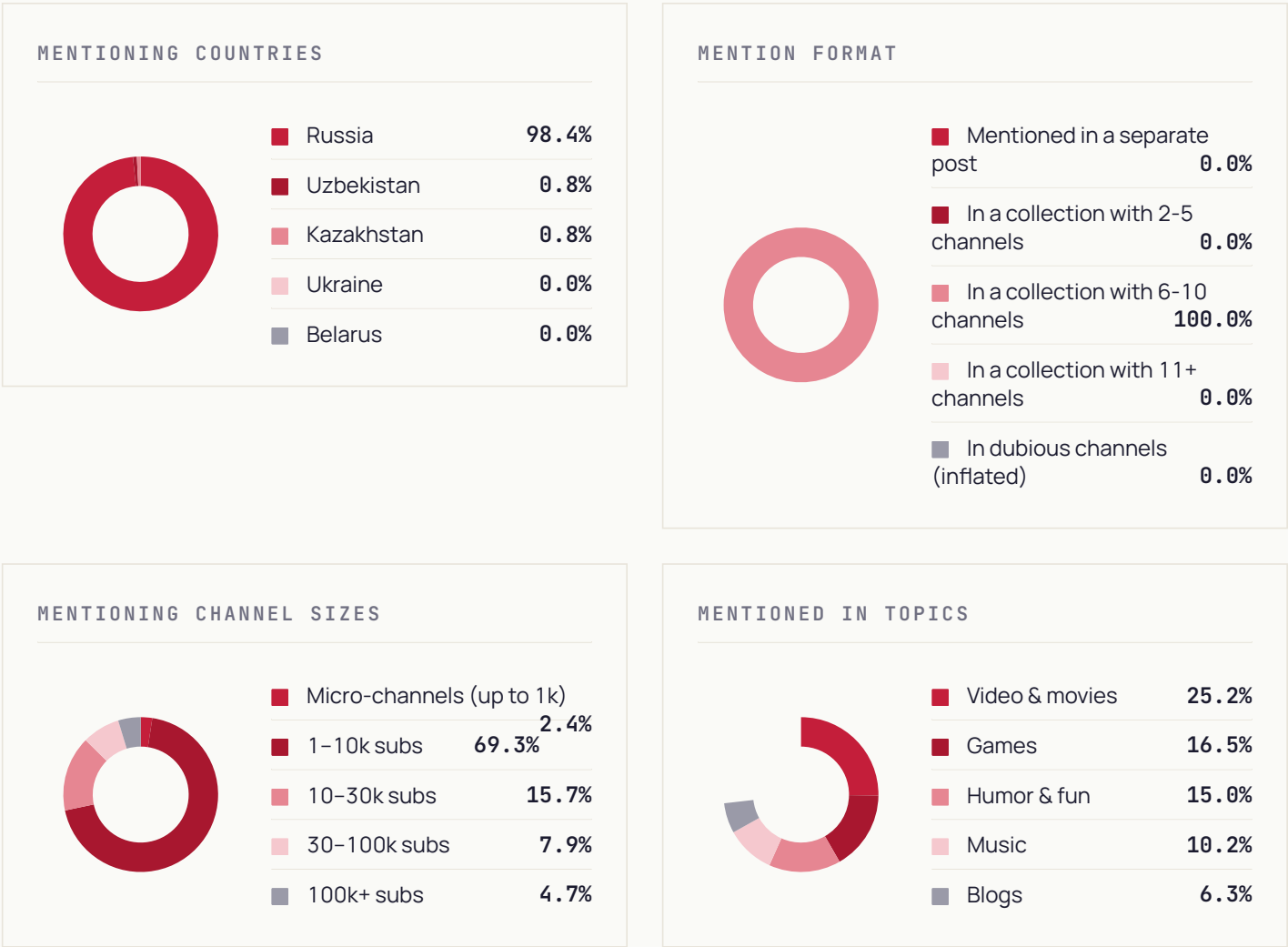
BOTTOM 3

↓ 15.08 · 10:25 PHOTO 🦎 City Picnic at the Zoo A cozy event for all ages with everything for a perfect day out: from tasty food to fun...

SECTION 03 · MENTIONS

Who and how mention the channel

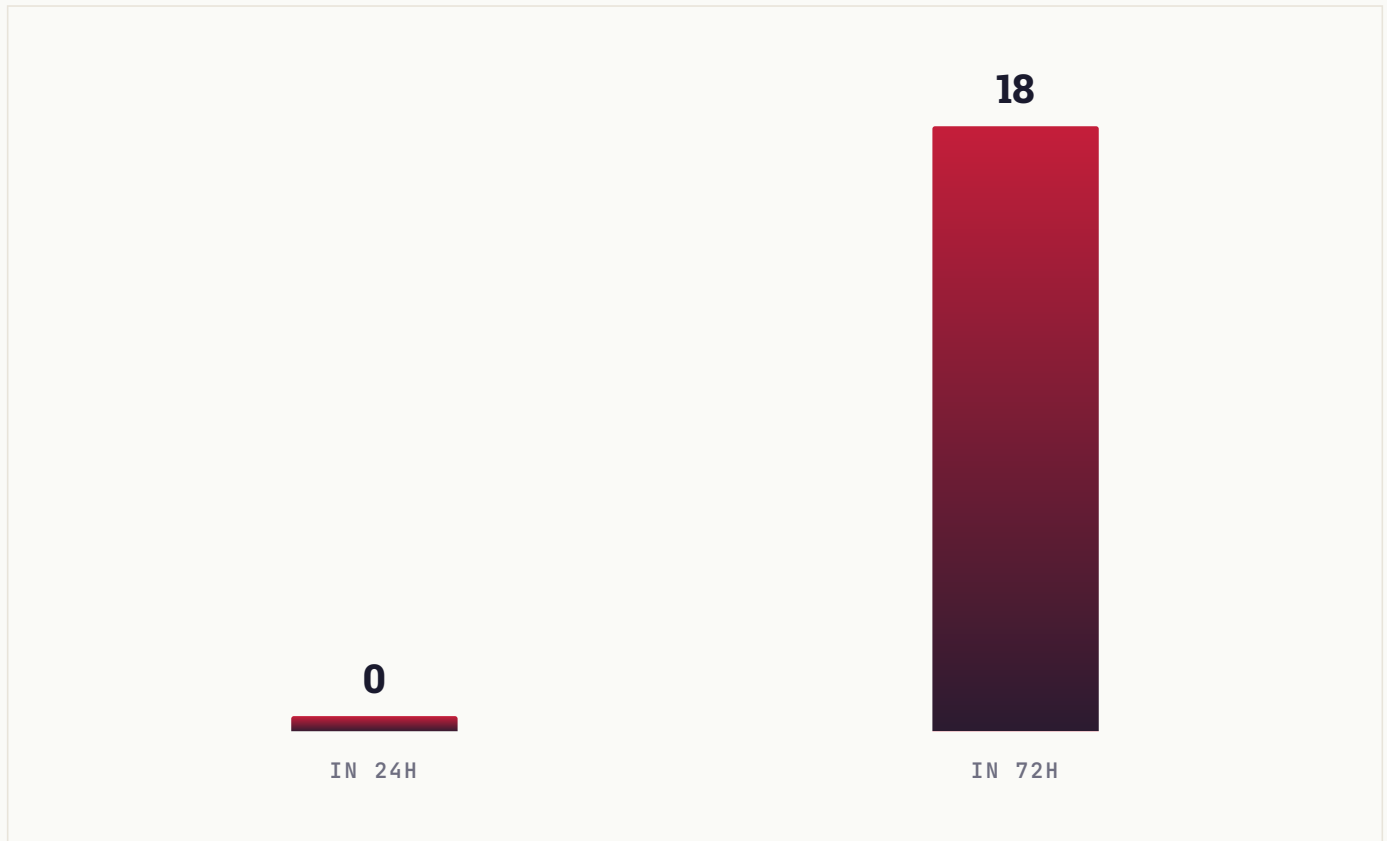
Citation index 1 — channel popularity rating based on mentions. Factors in not only their count, but also weight of mentioning channels: a post from a channel with 100 K subs weighs more than from a channel with 1 K subs. All time channel mentions: **124** different channels.



SECTION 04 • AD POTENTIAL

How long a post drives reach

Average reach of promo post over time from publication. Helps assess how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 Closest channels by topic and audience. Your channel — see where it ranks among niche peers.

CHANNEL	SUBS
М- Москва - куда сходить Афиша	1.2M
А« Airline «Победа»	1M
МО Москвичка	668.4K
АЭ АЭРОФЛОТ	523.4K
Top Туту	504.8K
mentions	
MD Москвач Daily • 02.09.	495.7K
ЯП Яндекс Travel	489K
Sun Discount wagon	427.5K
OT Ozon Travel	406.5K
Cost/ Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — this is us	403K
post ER Куда в Ростове YOU	37.7K

COMPARATIVE CONCLUSION

Channel so far Outside top 96 — early growth stage. Niche leader — Москва - куда сходить | Афиша (1.2M), top-96 median: 142K. First goal — enter top-96 through systematic work with traffic and content.

SECTION 06 · NICHE COMPARISON

Where the channel ranks in its league

We took the top-100 channels in «Travel» (Russia) and looked at how the channel looks against them. Gray bar – range covering 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.



— SECTION 07 · STRATEGY

What to do now

5 priority actions, ordered by expected impact. Use as checklist and return to this report in a month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Currently 4.0 posts/week. Active channels: 7-10.
Consistency is key for retention. | IMPACT
Consistency beats volume |
| 02 | Main post of the week — on Saturday
Audience most active on this day at 13:00 MSK. | IMPACT
Best window for an important post |
| 03 | ER below niche benchmark — revisit formats
Current ER 0.16% vs norm 7.5%. Worth testing polls and interactive formats. | IMPACT
+7.3pp ER |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromtPress selects sources for the niche. | IMPACT
+1000-3000 subs |
| 05 | Test polls and interactive formats
Posts with polls/reactions typically give +5-15% ER.
One poll a week on a hot topic — an easy win. | IMPACT
+5-15% ER |

★ WHAT'S NEXT

Want us to do this?

PromptPress?

This audit — we can do in minutes from public data. Want to go further — run ads with us and hit your growth plan in a month.

01

**Run ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager